

GENERAL SERVICES ADMINISTRATION

Federal Acquisition Service *Authorized Federal Supply Schedule Price List*

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through **GSA Advantage!**[™], a menu-driven database system. The INTERNET address for **GSA Advantage!**[™] is: **<http://www.GSAAdvantage.gov>**.

Professional Services Schedule (PSS)

Contract Number: GS-00F-221CA

For more information on ordering from Federal Supply Schedules
click on the FSS Schedules button at <http://www.gsa.gov/schedules-ordering>

Contract Period: August 1, 2015 – July 31, 2020

Pricelist Current through Modification PS-0003, dated December 31, 2015

Contractor: DUTY FIRST CONSULTING LLC
2650 Park Tower Drive, Suite 100
Vienna, VA 22180-7306

Business Size: Service-Disabled Veteran Owned, Small Business

In accordance with 13 C.F.R. 121.404, the Contractor is ineligible to participate in any RFQ that is set aside for small business where the subject contract's awarded size status for the preponderance NAICS designated in the RFQ is "other than small".

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E-mail: terry.speegle@dutyfirst.com
Contract Administration: William Speegle

CUSTOMER INFORMATION:

1a. Table of Awarded Special Item Numbers with appropriate cross-reference to page numbers:

SIN	Recovery	SIN Description
541-1	541-1RC	Advertising Services
541-2	541-2RC	Public Relations Services
541-3	541-3RC	Web Based Marketing Services
541-4A	541-4ARC	Market Research and Analysis
541-4B	541-4BRC	Video / Film Production
541-4F	541-4FRC	Commercial Art and Graphic Design Services
541-5	541-5RC	Integrated Marketing Services
874-1	874-1RC	Integrated Consulting Services
874-4	874-4RC	Training Services: Instructor Led Training, Web Based Training and Education Courses, Course Development and Test Administration
874-7	874-7RC	Integrated Business Program Support Services

1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply.

1c. If the Contractor is proposing hourly rates a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate "Not applicable" for this item.

2. Maximum Order: \$1,000,000.00

3. Minimum Order: \$100.00

4. Geographic Coverage (delivery Area): Domestic Only

5. Point(s) of production (city, county, and state or foreign country): Same as company address

6. Discount from list prices or statement of net price: Government net prices (discounts already deducted). See Attachment.

7. Quantity discounts: May be negotiated at the task order level

8. Prompt payment terms: Net 30 days

9a. Notification that Government purchase cards are accepted up to the micro-purchase threshold: Yes

9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold:

10. Foreign items (list items by country of origin): None

11a. Time of Delivery (Contractor insert number of days): Specified on the Task Order

- 11b. Expedited Delivery.** The Contractor will insert the sentence “Items available for expedited delivery are noted in this price list.” under this heading. The Contractor may use a symbol of its choosing to highlight items in its price list that have expedited delivery: Contact Contractor
- 11c. Overnight and 2-day delivery.** The Contractor will indicate whether overnight and 2-day delivery are available. Also, the Contractor will indicate that the schedule customer may contact the Contractor for rates for overnight and 2-day delivery: Contact Contractor
- 11d. Urgent Requirements.** The Contractor will note in its price list the “Urgent Requirements” clause of its contract and advise agencies that they can also contact the Contractor’s representative to effect a faster delivery: Contact Contractor
- 12. F.O.B Points(s):** Destination
- 13a. Ordering Address(es):** Same as Contractor
- 13b. Ordering procedures:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA’s), and a sample BPA can be found at the GSA/FSS Schedule homepage (fss.gsa.gov/schedules).
- 14. Payment address(es):** Same as company address
- 15. Warranty provision.:** Contractor’s standard commercial warranty.
- 16. Export Packing Charges (if applicable):** N/A
- 17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level):** Contact Contractor
- 18. Terms and conditions of rental, maintenance, and repair (if applicable):** N/A
- 19. Terms and conditions of installation (if applicable):** N/A
- 20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable):** N/A
- 20a. Terms and conditions for any other services (if applicable):** N/A
- 21. List of service and distribution points (if applicable):** N/A
- 22. List of participating dealers (if applicable):** N/A
- 23. Preventive maintenance (if applicable):** N/A
- 24a. Environmental attributes, e.g., recycled content, energy efficiency, and/or reduced pollutants:** N/A
- 24b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contactor’s website or other location.) The EIT standards can be found at:** www.Section508.gov/.
- 25. Data Universal Numbering System (DUNS) number:** 362623170

26. Notification regarding registration in the System for Award Management (SAM) database: Registered

27. Pricing:

		Year 1	Year 2	Year 3	Year 4	Year 5
SIN	Labor	8/1/15	8/1/16	8/1/17	8/1/18	8/1/19
(All include Disaster Recovery)	Category	to	to	to	to	to
		7/31/16	7/31/17	7/31/18	7/31/19	7/31/20
874-1, 874-4, 874-7	Jr. Analyst	\$74.87	\$76.89	\$78.97	\$81.10	\$83.29
874-1, 874-4, 874-7	Analyst	\$90.91	\$93.36	\$95.89	\$98.47	\$101.13
874-1, 874-4, 874-7	Sr. Analyst	\$117.65	\$120.83	\$124.09	\$127.44	\$130.88
874-1, 874-4, 874-7	Jr. Consultant	\$133.70	\$137.31	\$141.02	\$144.82	\$148.74
874-1, 874-4, 874-7	Consultant	\$150.26	\$154.32	\$158.48	\$162.76	\$167.16
874-1, 874-4, 874-7	Sr. Consultant	\$165.97	\$170.45	\$175.05	\$179.78	\$184.63
874-1, 874-4, 874-7	Domain Expert	\$176.48	\$181.25	\$186.14	\$191.16	\$196.33
874-1, 874-4, 874-7	Project Manager	\$183.08	\$188.02	\$193.10	\$198.31	\$203.67
874-1, 874-4, 874-7	Management Consultant	\$186.26	\$191.29	\$196.45	\$201.76	\$207.21
874-1, 874-4, 874-7	Sr. Management Consultant	\$196.57	\$201.88	\$207.33	\$212.93	\$218.67
874-1, 874-4, 874-7	Program Manager	\$211.89	\$217.61	\$223.49	\$229.52	\$235.72
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4F, 541-5	Sr. Analyst	\$67.17	\$68.71	\$70.30	\$71.91	\$73.57
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4F, 541-5	Consultant	\$87.83	\$89.85	\$91.92	\$94.03	\$96.19
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4F, 541-5	Domain Expert	\$180.84	\$185.00	\$189.25	\$193.61	\$198.06
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4F, 541-5	Sr. Manager/Associate	\$170.50	\$174.42	\$178.43	\$182.54	\$186.74
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4F, 541-5	Project Director	\$197.48	\$197.48	\$202.02	\$206.67	\$211.42
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4F, 541-5	Senior Strategist	\$187.61	\$187.61	\$191.92	\$196.34	\$200.85
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4F, 541-5	Creative Director	\$128.36	\$128.36	\$131.32	\$134.34	\$137.43
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4F, 541-5	Media Director	\$128.36	\$128.36	\$131.32	\$134.34	\$137.43
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4F, 541-5	Multimedia Specialist	\$88.87	\$88.87	\$90.91	\$93.00	\$95.14
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4F, 541-5	Graphic Designer III	\$74.06	\$74.06	\$75.76	\$77.50	\$79.28
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4F, 541-5	Outreach Specialist	\$74.06	\$74.06	\$75.76	\$77.50	\$79.28
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4F, 541-5	Communications Specialist II	\$74.06	\$74.06	\$75.76	\$77.50	\$79.28
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4F, 541-5	Media Analyst	\$108.61	\$108.61	\$111.11	\$113.67	\$116.28

Service Contract Act: The Service Contract Act (SCA) is applicable to this contract as it applies to the entire Professional Services Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and / or when the contractor adds SCA labor categories / employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.

LABOR CATEGORY DESCRIPTIONS FOR SINS 874-1, 874-4 and 874-7

Junior Analyst

Description: Possess knowledge of applying analytic methodologies and principles to address client's needs. Supports analyst functions including data collection, interviewing, data modeling, project testing, and creation of performance measurements to support project objectives. Conducts activities in support of project team's objectives. Works closely with senior Analysts or Team Leads.

Experience & Education: Minimum of 1 year experience and Bachelors Degree

Analyst

Description: Possesses demonstrated knowledge and experience applying analytic methodologies and principles to address client needs. Applies analytic techniques in the evaluation of project objectives and contributes to the implementation of strategic direction. Performs analyst functions including data collection, interviewing, data modeling, project testing, and creation of performance measurements to support project objectives. Conducts activities in support of project team's objectives. Works closely with Analyst 2, Task Leads, or Project Manager. Directs the activities of junior staff as necessary.

Experience & Education: Minimum of 3 years experience and Bachelors Degree

Senior Analyst

Description: Senior expert with extensive knowledge and experience developing and applying analytic methodologies and principles, and is recognized as a leader within MOBIS functions. Leads the application of analytic techniques and helps define project objectives and strategic direction. Is responsible for providing leadership and vision to client and project teams around the methodology. Resolves complex problems, which require an in-depth knowledge of analytic methodologies and principles. Directs the activities of more junior Analysts or other staff as necessary on activities related to the application of analytical techniques and methodologies. Demonstrated managerial and supervisory skills.

Experience & Education: Minimum of 5 years experience and Bachelors Degree

Junior Consultant

Description: Team member contributing to consulting staff client assignments within specified guidelines. Performs a variety of tasks that require both practical experience and theoretical, state-of-the-art, technical knowledge in specialty area. Understands overall purpose of task assignment.

Experience & Education: Minimum of 2 years experience and Bachelors Degree

Consultant

Description: Possesses knowledge, some experience, and capabilities in the development of solutions, recommendations, or outcomes across multiple tasks and/or organizations. Supports the development of solutions to address organization's challenges. Supports project objectives and helps assess the impact of industry trends, policy, or standard methodologies. Conducts activities in support of project team's objectives. Works closely with senior Management Consultants or Task Leads.

Experience & Education: Minimum of 4 years experience and Bachelors Degree

Senior Consultant

Description: Possess demonstrated knowledge, experience, and ability in the development of solutions, recommendations, or outcomes across multiple complex tasks and/or organizations. Evaluates option in the context of project objectives and contributes to the implementation of strategic direction. Supports project objectives through activities such as conducting interviews, gathering data, and developing recommendations in support of project objectives. Directs the activities of Management Consultants or other staff as necessary.

Experience & Education: Minimum of 6 years experience and Bachelors Degree

Domain Expert

Description: Possesses knowledge in designated field or discipline. Supports assessments of organization's challenges using specializes skills and knowledge. Contributes to the execution of project or task plan and helps assess the impact of industry trends, policy or standard methodologies. Conducts activities in support of the project team's objectives. Works closed with senior Specialists or Task Leads.

Experience & Education: Minimum of 5 years experience and Bachelors Degree

Project Manager

Description: Performs day-to-day management of contract support operations, possibly involving multiple tasks and groups of personnel at multiple locations, on a single project. Demonstrates skills in the scope of work encompassed by the task order; provides technical guidance to the project team in performance of the work, and reviews the quality of all work products. Organizes, directs, and coordinates the planning and production of all contract support activities. Responsible for staffing, project planning, project financials, and staff direction and oversight. The Project Manager maintains and manages the client interface at the COTR levels of the client organization. Assists the Program Manager as required in managing contract performance.

Experience & Education: Minimum of 7 years experience and Bachelors Degree

Management Consultant

Description: Senior expert that possesses demonstrated knowledge, extensive experience in the development of solutions, recommendations, or outcomes across multiple complex tasks in multiple organizations. Defines project objectives and strategic direction. Is responsible for providing leadership and vision to client and project teams and serves as a key facilitator between multiple teams to achieve objectives of complex efforts. Directs the activities of more junior Management Consultants or other staff as necessary.

Experience & Education: Minimum of 7 years experience and Bachelors Degree

Senior Management Consultant

Description: Possess demonstrated knowledge in designated field or discipline. Possesses significant experience providing solutions to an organization's challenges through the application of knowledge gained through similar prior engagements. Participates in the development of solutions by leveraging knowledge of the designated field or discipline. Contributes to the implementation of strategy and helps assess the impact of industry trends, policy, and/or standard methodologies. Directs the activities of Specialists or other staff as necessary on activities related to the specified field or discipline.

Experience & Education: Minimum of 9 years experience and Masters Degree

Program Manager

Description: Provides oversight and executive level management to overall contract operations often involving multiple projects/tasks and groups of personnel at multiple locations. The Program Manager maintains and manages relationships with senior level management within the client organization. Responsible for ensuring senior level management within the client organization is aware of overall program status, including all relevant projects and their potential impact on higher level organizational strategic vision, this may include subject matter and unique technical knowledge. The Program Manager is responsible for managing multiple contract operations, ensure quality standards and work performance on all task orders and projects, plans, organizes and oversees work efforts, assigns resources, manages personnel, provides risk management, ensures quality management, monitors overall project and contract performance, etc.

Experience & Education: Minimum of 10 years experience and Bachelors Degree

LABOR CATEGORY DESCRIPTIONS FOR SINS 541-1, 541-2, 541-3, 541-4A, 541-4B, 541-4F and 541-5

Senior Analyst

Description: Senior expert with extensive knowledge and experience developing and applying analytic methodologies and principles, and is recognized as a leader within marketing functions. Leads the application of analytic techniques and helps define project objectives and strategic direction. Is responsible for providing leadership and vision to client and project teams around the methodology. Resolves complex problems, which require an in-depth knowledge of analytic methodologies and principles. Directs the activities of more junior Analysts or other staff as necessary on activities related to the application of analytical techniques and methodologies. Demonstrated managerial and supervisory skills.

Experience & Education: Minimum of 2 years experience and Bachelors Degree

Consultant

Description: Possesses knowledge, some experience, and capabilities in the development of solutions, recommendations, or outcomes across multiple tasks and/or organizations. Supports the development of solutions to address organization's challenges. Supports project objectives and helps assess the impact of industry trends, policy, or standard methodologies. Conducts activities in support of project team's objectives.

Experience & Education: Minimum of 3 years experience and Bachelors Degree

Domain Expert

Description: Possesses knowledge in designated field or discipline. Supports assessments of organization's challenges using specialized skills and knowledge. Contributes to the execution of project or task plan and helps assess the impact of industry trends, policy or standard methodologies. Conducts activities in support of the project team's objectives.

Experience & Education: Minimum of 10 years experience and Bachelors Degree

Senior Manager/Associate

Description: Provides oversight and executive level management to overall contract operations often involving multiple projects/tasks and groups of personnel at multiple locations. The Program Manager maintains and manages relationships with senior level management within the client organization. Responsible for ensuring senior level management within the client organization is aware of overall program status, including all relevant projects and their potential impact on higher level organizational strategic vision, this may include subject matter and unique technical knowledge. The Program Manager is responsible for managing multiple contract operations, ensure quality standards and work performance on all task orders and projects, plans, organizes and oversees work efforts, assigns resources, manages personnel, provides risk management, ensures quality management, monitors overall project and contract performance, etc.

Experience & Education: Minimum of 9 years experience and Bachelors Degree

Project Director

Description: Provides strategic and corporate leadership as the key decision maker for programs and campaigns. Ensures that client relations are positive and productive and that strategic goals are met throughout the campaign. Manages the client's overall budget, provides strategic guidance and participates in key face to face meetings.

Experience & Education: Minimum of 10 years experience and Masters Degree

Senior Strategist

Description: Offers high level planning and analysis throughout a campaign. Provides brand and overall campaign approach, especially in the early stages of a campaign. Conducts market research to guide the campaign strategy, and determines the best approach to reach target audiences and reinforce campaign goals.

Experience & Education: Minimum of 8 years experience and Masters Degree

Creative Director

Description: Leads art, copywriting, design, and web development activities to ensure a cohesive brand that reinforces client goals and objectives. Works closely with the team to ensure clients' needs are met and deliverables are on time, on target and within budget. Inspires the team and client through ideas, designs and quality products.

Experience & Education: Minimum of 5 years experience and Bachelors Degree

Media Director

Description: Responsible for the strategic research, selection and recommendation of media plans to clients. Evaluates comprehensive media research and competitive spending data to assess a wide variety of media options including broadcast, print, online, out-of-home and other media channels to determine the best media mix for client programs. Has a deep working knowledge of media research, planning and buying software and tools.

Experience & Education: Minimum of 5 years experience and Bachelors Degree

Multimedia Specialist

Description: Responsible for creative concepts and solutions within a broad spectrum of platforms, including social media, video, print and radio. Leads multimedia focused communications to ensure client's key messages are promoted effectively in print and electronic media.

Experience & Education: Minimum of 3 years experience and Bachelors Degree

Graphic Designer III

Description: Provides creative conceptualization and supports the design and development of complex graphics and illustrations. Artwork may include tables, charts, flowcharts, viewgraphs/slides, brochures, forms, illustrations, photographs, promotional materials, postcards, and book covers, utilizing various desktop publishing software applications.

Experience & Education: Minimum of 3 years experience and Bachelors Degree

Outreach Specialist

Description: Develops and maintains effective working relationships with customers, partners and the media. Proactively responds to informational needs and coordinates and delivers presentations at key meetings. Evaluates project information to ensure that public information/outreach efforts are met.

Develops communications strategies, activities and work plans.

Experience & Education: Minimum of 2 years experience and Bachelors Degree

Communications Specialist II

Description: Leads and implements communications tasks, and develops communications product and service strategy. Drafts communications materials, and works with stakeholders to develop and implement marketing and communications plans/campaigns. Meets with client regularly to relay progress, propose creative solutions to communications challenges, propose initiatives and establish priorities.

Experience & Education: Minimum of 2 years experience and Bachelors Degree

Media Analyst

Description: Provides a range of support services including media and legislative relations, news monitoring, evaluation and trends analysis. Develops and coordinates the media form and outlets, print, radio, TV, cable, Internet, interactive computer technology (such as CDROM) and kiosks to support marketing communications campaigns.

Experience & Education: Minimum of 4 years experience and Bachelors Degree

Note: Duty First Consulting, LLC reserves the right to make the following substitutions: 1) One year of education is equivalent of one year experience and 2) One year of experience is equivalent to one year of education.